



Dear Friend of Gaithersburg:

Exciting plans are underway for the City of Gaithersburg's 77<sup>th</sup> Annual Labor Day Parade. Please join us as a sponsor of this wonderful "end of summer" tradition that brings thousands of spectators to Olde Towne Gaithersburg for an afternoon of family fun.

This year's parade will start at 1 p.m. on Monday, September 7, 2015. Our colorful line-up includes marching bands, entertaining clowns, large helium balloons, equestrian units, vintage cars and more.

The parade presents a unique opportunity for our sponsors to showcase their products and services while demonstrating their support for our community.

Our various sponsorship levels provide a wide range of opportunities for participation and exposure. In addition to choosing the sponsorship level that meets your needs, we would also like to offer you the opportunity to create a parade unit that showcases your business.

Participating in the parade is a great way to promote your business and additionally, it can serve as a fun team building experience for your employees as they enjoy the creative process of designing a parade unit. Best of all, their friends and families will love seeing them in the parade!

Unit options include:

- Uniformed or costumed participants carrying banner, flags, balloons, pinwheels, umbrellas or anything colorful and fun
- Festively decorated small vehicles, bearing your organization logo or name
- Decorated flatbed trailer that is produced by you and your employees, or you may purchase one through a professional parade float company. We can even help you find a company to build it

Enclosed is the sponsor application and City Resolution R-73-05. City Resolution R-73-05 is a guideline for City sponsored events.

For more information please visit the City's website at [www.gaithersburgmd.gov](http://www.gaithersburgmd.gov) or contact Dorthy Winder, Arts and Events Program Supervisor at 301-258-6350, ext. 136 or by email [dwinder@gaithersburgmd.gov](mailto:dwinder@gaithersburgmd.gov).

We look forward to having you as a participant at the 77<sup>th</sup> Annual Labor Day Parade!

Sincerely,

Michele R. Potter  
Director of Parks, Recreation and Culture

City of Gaithersburg • 506 South Frederick Avenue, Gaithersburg, Maryland 20877-2325  
301-258-6350 • FAX 301-948-8364 • [parksrec@gaithersburgmd.gov](mailto:parksrec@gaithersburgmd.gov) • [www.gaithersburgmd.gov](http://www.gaithersburgmd.gov)

MAYOR  
Jud Ashman

COUNCIL MEMBERS  
Cathy Drzyzgula  
Neil Harris  
Henry F. Marraffa, Jr.  
Michael A. Sesma  
Ryan Spiegel

CITY MANAGER  
Tony Tomasello

## **Sponsorship Application**

### **77th Annual Labor Day Parade ★ Monday September 7, 2015**



**PARADE SUPERIOR** **\$500**

**PARADE BLAZER** **\$400**

**PARADE ENTHUSIAST** **\$300**

### **Benefits**

#### **PARADE SUPERIOR**

- Inclusion in parade program
- Announced as a sponsor at the Reviewing Stand, including a description of your organization (repeated multiple times throughout the parade)
- Logo and link displayed on the City of Gaithersburg Labor Day Parade webpage
- 10'x10' marketing space (includes 10'x10' canopy, 6' table and two chairs) at the parade, located near Reviewing Stand (for distribution of promotional materials or display of products)
- A commercial announcement to be read between units during parade (approximately 10 seconds)
- Parade-wide advertisement of your company logo viewed by 8,500 + parade spectators, displayed on parade banner and on four City wide marketing banners
- Advertised as our Parade Superior sponsor on Labor Day marketing fliers and posters distributed throughout the City including homes, public facilities, libraries and retail locations

#### **PARADE BLAZER**

- Inclusion in parade program
- Announced as a sponsor at the Reviewing Stand, including a description of your organization (repeated multiple times throughout the parade)
- Logo displayed on the City of Gaithersburg Labor Day Parade webpage
- 10'x10' marketing space (includes 10'x10' canopy) at the parade, located near Reviewing Stand (for distribution of promotional materials or display of products)
- A commercial announcement to be read between units during parade (approximately 5 seconds)
- Parade-wide advertisement of your logo, company viewed by 8,500 + parade spectators, displayed on parade banner and on four City wide marketing banners

#### **PARADE ENTHUSIAST**

- Inclusion in parade program
- Logo displayed on the City of Gaithersburg Labor Day Parade webpage
- 10'x10' space at event for the distribution of promotional materials and display of products

**YES!** I want to join the Parade (check one)! Sign me up as:

☐ **Parade Superior \* (\$500)** ☐ **Parade Blazer\* (\$400)** ☐ **Parade Enthusiast (\$300)**

\*A high resolution digital copy of your logo must be emailed to [dwinder@gaithersburgmd.gov](mailto:dwinder@gaithersburgmd.gov) by August 7

**DEADLINE: Monday, August 3, 2015**

Please make check payable to: **City of Gaithersburg**

Company Name:

(As it should appear in our program)

Contact Person:

Mailing Address:

Day Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail Address:

Please provide a brief statement about your company to be announced at the Reviewing Stand.

For more information contact:

City of Gaithersburg  
Department of Parks, Recreation and Culture  
506 South Frederick Ave.  
Gaithersburg, MD 20877  
Phone: 301-258-6350 x136  
Fax: 301-258-6349

*Thank you so much for your support! We hope we can count on you to be a part of this wonderful, long-standing community tradition.*

